

NEW... gives you **HUGE DAILY PROFITS** **challenger #650** **TURN-O-ROUND**

SELF-SELLER MERCHANDISER

NEW SUPER SPACE-SAVER
2-DECKER
REVOLVING STAND

NEW SUPER-TURNOVER
ASSORTMENT OF
EVERYDAY-USE TOOLS

NEW PRE-PRICED CARDS
SELL TOOLS
AUTOMATICALLY

NEW VINYL "STOR-AWAY"
POUCH WITH EACH TOOL

Wonderful PLUS FEATURE which your customers can't pass by. Keeps tools clean and free from grease when stored in tool box, on shelf, in open, in cabinet. Made of Transparent Vinyl Plastic... closes with "snap button".

★ 100% SELF-SELLER... FEATURES 12
MOST WANTED VARIETIES OF EVERYDAY
TOOLS—BOTH FOR "DO-IT-YOURSELF" AND MECHANICS' USE

★ ALL TOOLS PRE-PRICED AT FACTORY... FINE
QUALITY—YET OFFERED AT AMAZING
VALUES WHICH CREATE TERRIFIC
TURNOVER

★ EACH TOOL COMES IN HEAVY VINYL
PLASTIC "STOR-AWAY" POUCH. COLOR-
FUL PRE-PRICED CARD IN EACH POUCH
GIVES COMPLETE SALES INFORMATION.
COMES COMPLETE WITH "TURN-O-
ROUND" STAND.

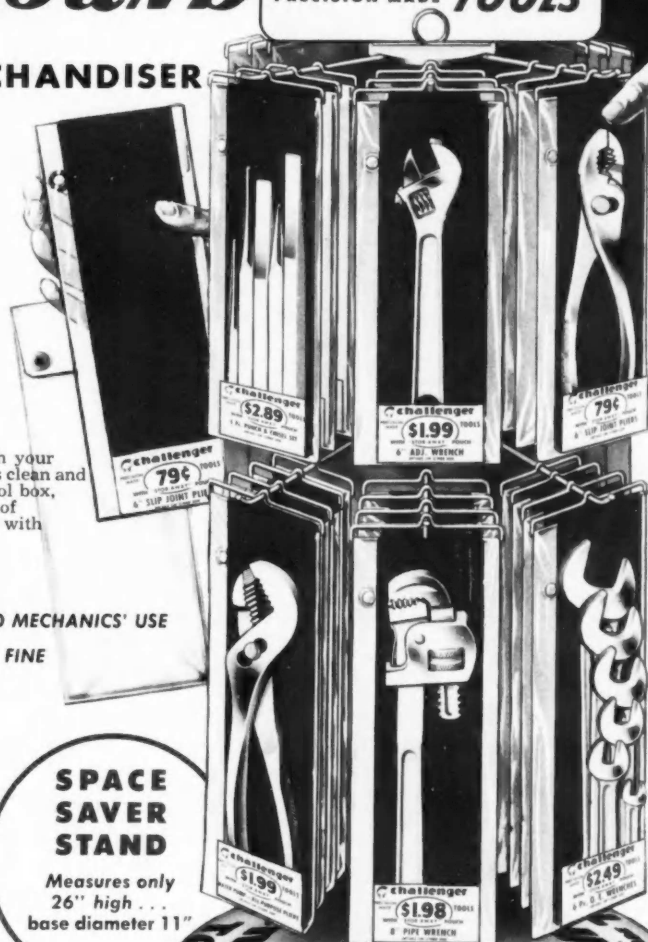
★ A PERMANENT YEAR-ROUND
MERCHANDISER... WITH "FILL-INS"
IMMEDIATELY AVAILABLE FROM
YOUR JOBBER

★ EACH TOOL FULLY COVERED
BY FACTORY GUARANTEE
FOR QUALITY AND WORKMANSHIP

You get RED HOT SALES ACTION from the very moment you set this Sensational New Challenger "Turn-O-Round" on your counter! SELLS ABSOLUTELY AUTOMATICALLY with no effort on your part... your customer sees what he wants and the cards behind each tool tell him uses, advantages, price. PRODUCES HUGE DAILY VOLUME... features only Basic Tools which are in tremendous everyday demand for the "do-it-yourself" and "fix-it-yourself" Markets (and for most mechanics, too). OFFERS ROCK-BOTTOM VALUES... fine quality, fully guaranteed Challenger Tools at prices which actually force your customer to buy. HAS PLUS VALUE that closes the sale easier, quicker... New Challenger "Stor-Away" Pouches with each tool are extras which your customers won't overlook. SKYROCKETS YOUR TOOL

NOW... IN "STOR-AWAY" POUCHES

challenger
PRECISION MADE TOOLS



**SPACE
SAVER
STAND**

Measures only
26" high...
base diameter 11"

**SELF-SERVICE
WHEELS
REVOLVE
INDEPEND-
ENTLY OF
EACH OTHER**

Wheels move easily at the touch of a finger, so your customer effortlessly selects the tools he wants. Entire stand is made of metal... surprisingly light in weight... yet a solid, durable, beautiful and PERMANENT Automatic Selling Fixture.

**METAL
COVERED
BASE
CARRIES
SELLING
MESSAGE,
TOO.**

INCOME PER SQUARE INCH OF COUNTER SPACE... because it's super-efficient, super-compact. IS IN A CLASS BY ITSELF... makes a handsome, attention compelling display which you will be proud to use in your store... Order your Challenger "Turn-O-Round" through your jobber today!

CONTENTS: (Tools finished in Chrome... packed with pre-priced card in STOR-AWAY Pouch) 3 ea. of following—No. 7001—Punch & Chisel Set; No. 7006—6" Slip Joint Pliers; No. 7008—6" Adj. Wrench; No. 7009—6" Thin-nose Pliers; No. 7011—4-pc. Comb. Wrench Set; No. 7012—5-pc. O. E. & 12 pt. Comb. Wrench Set. 4 ea. of following—No. 7002—5-pc. O. E. Wrench Set; No. 7003—6-pc. O. E. Wrench Set; No. 7005—8" Pipe Wrench; No. 7007—8" Adj. Wrench; No. 7010—8" Slip Joint Pliers; No. 7013—All Purpose Plier Wrench. Ship. Wt., complete with "TURN-O-ROUND" Display... 40 lbs.

Prices shown as of
April 15, 1954,
subject to change
without notice.

MFD. BY PENENS CORPORATION...

Form No. C554

Litho in U.S.A.

Schiller Park, Illinois Order Through Your Jobber

SEE "TOOL-ETERIA" ON OTHER SIDE...



challenger

SALES ACTION GALORE A SELF-SERVICE TOOL CAFETERIA

SAVE-A-CLERK

TOOL-ETERIA

No. 525
COUNTER
MERCHAN-
DISER



SEES it
WANTS it
BUYS it

All by
himself



SPACE
SAVER
STAND

MEASURES
ONLY
15 1/2" wide x
18" high x
8" deep

Prices shown as of
April 15, 1954,
subject to change
without notice

● Every way you look at it, this New Challenger Automatic Merchandiser is a Selling Beauty! Because "Tool-eteria" is wonderfully compact, you get B-I-G P-R-O-F-I-T-S from your valuable counter space. Also "Tool-eteria" features only basic tools that are sure-fire sellers every day of the year, and offers these fine quality tools at unbeatable low prices. Moreover, "Tool-eteria" is jam-packed with the kind of eye-appeal that commands attention everywhere and generates fast impulse buying. And last but not least, the beautiful Lithographed Card on which each tool is mounted *does the complete selling job for you* by giving your customer ALL the use, guarantee and price information needed to close the sale. Order "Tool-eteria" today —through your jobber!

CONTENTS: All Tools furnished with "Tool-eteria" are CHROME PLATED and are individually mounted on Automatic Selling Cards as illustrated: 4 No. C-5005—5-pc. Combination Wrench Sets; 6 No. C-4208 S—3" Adjustable Wrenches; 6 No. C-3287 S—4-Adjustment Pliers; 6 No. C-3146 S—2-Adjustment Pliers; 6 No. C-4308—3" Pipe Wrenches; 4 No. C-5113—Open End 5-pc. Wrench Sets. Shipping weight complete with Metal Merchandising Stand . . . 24 lbs.

- ★ FOR EVERY TYPE OF STORE . . . Features basic tools everybody buys and uses everyday
- ★ EACH TOOL RETAIL PRICED-MARKED . . . MOUNTED ON HEAVYWEIGHT, BEAUTIFULLY LITHOGRAPHED CARD WITH FULL SALES INFORMATION
- ★ COMES WITH EXTRA-RIGID "SPACE-SAVER" WELDED METAL STAND
- ★ BIG-VALUE POPULAR PRICES ASSURE IMMEDIATE SALES RESPONSE
- ★ ALL TOP-PERFORMANCE, TOP-QUALITY TOOLS . . . FULLY FACTORY GUARANTEED

.. also get Details on challenger's BIG VOLUME LINE!

INDIVIDUAL HAND TOOLS

Everything you need in Sockets and Attachments —also all types and kinds of Wrenches, Pliers, Cutters, Screwdrivers, Punches, etc.



COMPLETE SETS
Everything you need in Wrench, Socket and Combination Sets — 3-pc. Set up to 104-Pc. "Shop Ace".

**SELF-SELLER
MERCHANDISERS**
Everything you need to sell tools automatically—units for Floor, Counter, Wall.



Challenger has everything you need... Advanced Design... Top-Quality... Precision Performance... Factory Guarantee. Challenger's Merchandising Program is tailor-made for you, too... order tools

individually—or in sets—or on Self-Seller Wall Panels—or in Automatic Merchandisers. And Challenger offers tremendous value that builds huge volume. Ask jobber for details or write address below. . . .

MADE BY **PENENS CORPORATION** SCHILLER PARK, ILLINOIS